

## NEWS RELEASE

*For Immediate Release*

### **Induction Solution Is The Perfect Choice For The Heights at Eastwood In Lansing**

SMART Bi-Level Parking Garage Fixture by EverLast® Selected For Lighting Near Major Shopping Malls

**JACKSON, MICHIGAN** – June 27, 2012 – The Heights at Eastwood located in Lansing, Michigan, features over sixty upscale fashion retailers, home furnishing shops, and a variety of dining opportunities for its Lansing community. This year Eastwood underwent a major expansion and amid inviting gathering spots, broad sidewalks and attractive landscaping, visitors will notice that their shopping and dining experiences are enhanced as a result of entirely new lighting.

Steve Hayward, the Executive Director of Lansing Township's DDA, partnered with Wesco Distributing, West Michigan Lighting, and Superior Electric of Lansing to complete this effort. The overall occupant response to the recent lighting install was very positive.

"This was a new construction job so there were several different criteria that had to be taken into consideration in regards to lighting. Originally, the expansion was specified with the Limelight System. That system is not practical, not cost effective, and not that energy efficient," commented Deborah Perkins, Sales Representative of West Michigan Lighting. "We selected the EverLast® SMART fixtures because of performance, energy savings, ease of the control, warranty, and the fact that it was U.S. – Michigan Made."

Superior Electric installed over 300 EverLast® Bi-Level Parking Garage fixtures in the Heights at Eastwood. The U.S. Made Parking Garage Fixture utilizes enhanced optics, improving fixture efficiency 30% and increasing overall light distribution by 35%. In addition, the EverLast® Parking Garage Fixture incorporates SMART Bi-Level technology, stepping down the fixtures to 40% when the area is vacant for a set length of time, and then steps back up upon occupancy. This technology creates the perfect lighting necessary for improved pedestrian safety in parking facilities, and energy efficiency for the building the fixtures occupy.

"Wesco is a premier provider of electrical, construction and general MRO products and is recognized as one of the largest, most responsive distributors in the electrical industry. In order to maintain our reputation; we only select the absolute best products on the market," stated Troy Trimbach, Lighting Specialist of Wesco Distributing. "We chose EverLast® for this job simply because they provide an energy efficient alternative over HID. Performance, life expectancy, and warranty are additional incentives our experienced lighting experts immediately recognized."



"The primary reasons that we chose to go with EverLast® were energy efficiency, and light distribution. Throughout the process we had compared the EverLast® fixtures to 3 or 4 dozen different types of fixtures with WESCO on the site. Even though some fixtures were cheaper, the overall efficiency coupled with the bi-level sensor satisfied all of the needs of our facility making it an easy decision. The aesthetics of the EverLast® fixtures help give the Heights an entirely new feel, in addition to energy savings and lowered maintenance costs," commented Hayward.

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**About EverLast® Lighting:** EverLast® Lighting is a subsidiary of Full Spectrum Solutions, Inc. and has quickly grown into the leading manufacturer of energy-efficient lighting solutions for roadway, parking structure, facility and area lighting applications. For additional product information, visit [www.everlastlight.com](http://www.everlastlight.com), call 888-383-7578 or send an email to [info@everlastlight.com](mailto:info@everlastlight.com).

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